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On

July 12, 2004

TOWNSEND and TOWNSEND and CREW LLP

By:

Heidi A. McMahon

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PATENT
Attorney Docket No.: 15358-006000US
Client Ref. No.: ID-RSV-229

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JUL 20 2004

Technology Center 2100

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING
INFORMATION TO USERS

Customer No.: 20350

Confirmation No. 2402

Examiner: Chen, Chongshan

Technology Center/Art Unit: 2172

AMENDMENT

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed March 11, 2004, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Amendments to the Drawings begin on page 20 of this paper. A "Replacement Sheet" and an "Annotated Sheet Showing Changes" are attached following the last page of this amendment.

Remarks/Arguments begin on page 20 of this paper.